

AEO and GEO readiness checklist

Whether your content can be lifted and cited by an answer engine, and the structural fixes that make the difference. Forty-five minutes per page.

Use this when	Time to run	Length	Category
Any page you want cited when a sender asks an assistant	45 minutes	4 pages	SEO

Money transfer is a compare-and-decide category, and a growing share of that decision now happens inside an AI answer rather than on a results page. Ranking and being cited are no longer the same job. Run this against one page. Most pages fail on the first check, which is also the easiest to fix.

Answer engine behaviour changes frequently. This covers structural readiness, which is durable. It does not promise citation, and nobody credible can.

1 • The answer block

The single highest-value change on any page.

- ☐ A 60 to 70 word paragraph near the top that answers the page's core question
- ☐ Defines the subject in the first clause
- ☐ States what it produces for a remittance business specifically
- ☐ Contains one differentiating clause a generic provider could not write
- ☐ Makes complete sense with zero surrounding context
- ☐ Contains no 'this page', 'below', 'we', 'our' or 'here'
- ☐ Contains no pronoun whose referent sits elsewhere on the page

The isolation test: paste the paragraph alone into an empty document. If a stranger understands what the subject is, who it is for and what it produces, it passes. If any sentence needs the page around it, rewrite.

2 • Extractability

- ☐ Every section leads with its conclusion rather than building to it
A section that builds over three paragraphs will not be quoted
- ☐ One idea per paragraph
Two ideas means one gets extracted with the wrong half
- ☐ Definitions stand as their own sentence in the form 'X is Y'
- ☐ Lists are parallel: every item starts with the same part of speech
- ☐ No extractable block opens with 'It', 'This' or 'They'
- ☐ Headings describe their section accurately

3 • Claims and numbers

- ☐ Every number carries its scope inline, not in a footnote
'40% lift across seven engagements' extracts correctly. '40% lift' does not.
- ☐ Every comparison names the specific alternative
'Faster than the alternative' is unusable to a system that cross-checks
- ☐ No unsupportable superlative
- ☐ Any figure traceable to a stated source or method

4 • The seven answer types

Each should be answerable from the page.

Question type	Where it lives
What is X	The answer block
How does X work	A named process section with stages
Who is X for	Explicit, including who it is not for
What does X cost	Pricing structure, honestly, even without figures
What are the benefits	Outcomes with scope qualifiers
How does X compare to Y	A direct, fair comparison
Is X suitable for a given situation	FAQ, conditional answers

5 • FAQ and schema

- ☐ Questions phrased exactly as a buyer would type or say them
- ☐ One question per question
- ☐ First sentence of every answer answers the question directly
- ☐ Answers self-contained, with no 'as mentioned above'
- ☐ Unfavourable answers stated plainly
Honest negatives get quoted more often than hedges
- ☐ FAQPage and Service schema implemented

FAQ schema will not produce a visible FAQ rich result, since Google restricted those to a narrow set of site types. It stays because answer engines parse it. Anyone promising you FAQ rich snippets from this is selling something.

6 • GEO signals

What makes a page citable in a recommendation.

- ☐ A plain sentence stating what the company is and who it serves
- ☐ The category the service belongs to, stated explicitly
- ☐ Named methods, stages and deliverables rather than vague capability

- ☐ Stated limits and boundaries
Sources that state limits are weighted more heavily, not less
- ☐ Author or organisation attribution present

7 • Track it

- ☐ A prompt list written per page: eight questions it should answer
 - ☐ Tested across at least three assistants
 - ☐ Tracked weekly, not once
 - ☐ Competitor citations recorded alongside your own
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Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.
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